

**AMENDMENTS TO THE CLAIMS**

**What is Claimed:**

1-45. (Cancelled)

46. (Previously Presented) A method for the automated generation and serving of aggregate creatives, comprising the steps of:

receiving an aggregate creative definition, the aggregate creative definition being associated with an aggregate creative that is selectable by an advertising system;

selecting, in accordance with the aggregate creative definition, at least one set of subcreatives from a plurality of subcreatives in the advertising system, the at least one selected set of subcreatives defining at least one subcreative pool;

selecting, from the at least one subcreative pool, a plurality of subsets of subcreatives;

assembling a plurality of aggregate creative forms, each aggregate creative form comprising one or more of the subsets of subcreatives in accordance with the aggregate creative definition;

storing the plurality of aggregate creative forms, the plurality of aggregate creative forms associated with the aggregate creative in the advertising system; and

when the aggregate creative is selected for transmission to users on an electronic network by the advertising system, selecting one of the plurality of stored aggregate creative forms associated with the aggregate creative, and retrieving the selected aggregate creative form for the transmission.

47. (Previously Presented) The method according to claim 46, further comprising applying weighting criteria to the selected set of subcreatives in the at least one subcreative pool, wherein the plurality of subsets of subcreatives are selected according to the weighting criteria.

48. (Previously Presented) The method according to claim 47, wherein the step of applying weighting criteria comprises the step of generating copies of weighted subcreatives in the at least one subcreative pool in accordance with the weighting criteria.

49. (Previously Presented) The method according to claim 46, wherein each subset of subcreatives has a different combination of subcreatives, and the aggregate creative appears

to rotate subcreatives when the step of selecting one of the aggregate creative forms and the step of retrieving the selected aggregate creative form for the transmission are repeated.

50. (Previously Presented) The method according to claim 46, wherein the at least one subcreative pool includes multiple subcreative pools; the at least one subcreative pool includes multiple subcreative pools, each subcreative pool corresponding to a different subcreative pool; and the subsets of subcreatives are grouped according to each subcreative pool.

51. (Previously Presented) The method according to claim 50, wherein each aggregate creative form comprises subsets of subcreatives from each subcreative pool.

52. (Previously Presented) The method according to claim 50, wherein each subset of subcreatives has a different combination of subcreatives, and the aggregate creative appears to rotate subcreatives from each subcreative pool when the step of selecting one of the aggregate creative forms and the step of retrieving the selected aggregate creative form are repeated.

53. (Previously Presented) The method according to claim 50, wherein the step of selecting at least one set of subcreatives comprises the step of selecting multiple sets of subcreatives, each set of subcreatives having one of graphic subcreatives, text subcreatives, and hyperlink subcreatives.

54. (Previously Presented) The method according to claim 50, wherein the multiple subcreative pools include different numbers of subcreatives.

55. (Previously Presented) The method according to claim 50, wherein at least two subcreative pools share one or more common subcreatives.

56. (Previously Presented) The method according to claim 46, wherein the aggregate creative definition includes one or more constraints for the step of selecting at least one set of subcreatives, the one or more constraints determining permitted combinations of subcreatives for the at least one set of subcreatives.

57. (Previously Presented) The method according to claim 46, wherein the step of assembling a plurality of aggregate creative forms occurs off-line from when the aggregate creative is selected for transmission.

58. (Previously Presented) The method according to claim 46, further comprising the step of tracking transmitted subcreatives transmitted to users on the electronic network.

59. (Previously Presented) The method according to claim 46, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to scheduling criteria for transmission to users.

60. (Previously Presented) The method according to claim 46, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to criteria for targeting transmission to specific users.

61. (Previously Presented) The method according to claim 46, wherein the aggregate creative definition enables the step of assembling a plurality of aggregate creative forms to occur even if a prescribed number of subcreatives is not available in one of the subsets of subcreatives.

62. (Previously Presented) The method according to claim 46, wherein the advertising system is configured to select aggregate creatives and non-aggregate creatives for transmission to users on the electronic network.

63. (Currently Amended) A system, including a computer processor, for the automated generation and serving of aggregate creatives, comprising:

means for the receiving an aggregate creative definition, the aggregate creative definition being associated with an aggregate creative that is selectable by an advertising system;

means for selecting, in accordance with the aggregate creative definition, at least one set of subcreatives from a plurality of subcreatives in an advertising system, the at least one selected set of subcreatives defining at least one subcreative pool;

means for selecting, from the at least one subcreative pool, a plurality of subsets of subcreatives;

means for assembling a plurality of aggregate creative forms, each aggregate creative form comprising one or more of the subsets of subcreatives in accordance with the aggregate creative definition;

means for storing the plurality of aggregate creative forms, the plurality of aggregate creative forms associated with the aggregate creative in the advertising system;

means for selecting one of the plurality of stored aggregate creative forms associated with the aggregate creative, when the aggregate creative is selected for transmission to users on an electronic network by the advertising system; and

means for retrieving the selected aggregate creative form for transmission to users on an electronic network, when the aggregate creative is selected for the transmission to users on the electronic network by the advertising system.

64. (Previously Presented) The system according to claim 63, further comprising means for applying weighting criteria to the selected set of subcreatives in the at least one subcreative pool, wherein the plurality of subsets of subcreatives are selected according to the weighting criteria.

65. (Previously Presented) The system according to claim 63, wherein the means for applying weighting criteria comprises means for generating copies of weighted subcreatives in the at least one subcreative pool in accordance with the weighting criteria.

66. (Previously Presented) The system according to claim 63, wherein each subset of subcreatives has a different combination of subcreatives, and the aggregate creative appears to rotate subcreatives when the aggregate creative forms are transmitted.

67. (Previously Presented) The system according to claim 63, wherein the at least one subcreative pool includes multiple subcreative pools; the at least one subcreative pool includes multiple subcreative pools, each subcreative pool corresponding to a different subcreative pool; and the subsets of subcreatives are grouped according to each subcreative pool.

68. (Previously Presented) The system according to claim 67, wherein each aggregate creative form comprises subsets of subcreatives from each subcreative pool.

69. (Previously Presented) The system according to claim 67, wherein each subset of subcreatives has a different combination of subcreatives, and the aggregate creative appears to rotate subcreatives from each subcreative pool when the aggregate creative forms are transmitted.

70. (Previously Presented) The system according to claim 67, wherein the means for selecting at least one set of subcreatives comprises means for selecting multiple sets of subcreatives, each set of subcreatives having one of graphic subcreatives, text subcreatives, and hyperlink subcreatives.

71. (Previously Presented) The system according to claim 67, wherein the multiple subcreative pools include different numbers of subcreatives.

72. (Previously Presented) The system according to claim 67, wherein at least two subcreative pools share one or more common subcreatives.

73. (Previously Presented) The system according to claim 63, wherein the aggregate creative definition includes one or more constraints for the means for selecting at least one set of subcreatives, the one or more constraints determining permitted combinations of subcreatives for the at least one set of subcreatives.

74. (Previously Presented) The system according to claim 63, wherein the means for assembling a plurality of aggregate creative forms is operated off-line from when the aggregate creative is selected for transmission.

75. (Previously Presented) The system according to claim 63, further comprising means for tracking transmitted subcreatives transmitted to users on the electronic network.

76. (Previously Presented) The system according to claim 63, wherein at least one of the means for selecting at least one set of subcreatives, the means for selecting a plurality of subsets of subcreatives, and the means for assembling a plurality of aggregate creative forms operates in accordance with scheduling criteria for transmission to users.

77. (Previously Presented) The system according to claim 63, wherein at least one of the means for selecting at least one set of subcreatives, the means for selecting a plurality of

subsets of subcreatives, and the means for assembling a plurality of aggregate creative forms operates in accordance with criteria for targeting transmission to specific users.

78. (Previously Presented) The system according to claim 63, wherein the aggregate creative definition enables an aggregate creative form to be assembled even if a prescribed number of subcreatives is not available in one of the subsets of subcreatives.

79. (Previously Presented) The system according to claim 63, wherein the advertising system is configured to select aggregate creatives and non-aggregate creatives for transmission to users on the electronic network.

80. (Currently Amended) A program product comprising a storage device comprising computer readable media which contain ~~containing~~ instructions operable on a computer for the automated generation and serving of aggregate creatives, the instructions operable with the computer to perform the steps of:

receiving an aggregate creative definition, the aggregate creative definition being associated with an aggregate creative that is selectable by an advertising system;

selecting, in accordance with the aggregate creative definition, at least one set of subcreatives from a plurality of subcreatives in the advertising system, the at least one selected set of subcreatives defining at least one subcreative pool;

selecting, from the at least one subcreative pool, a plurality of subsets of subcreatives;

assembling a plurality of aggregate creative forms, each aggregate creative form comprising one or more of the subsets of subcreatives in accordance with the aggregate creative definition;

storing the plurality of aggregate creative forms, the plurality of aggregate creative forms associated with the aggregate creative in the advertising system; and

when the aggregate creative is selected for transmission to users on an electronic network by the advertising system, selecting one of the plurality of stored aggregate creative forms associated with the aggregate creative, and retrieving the selected aggregate creative form for the transmission.

81. (Previously Presented) The program product according to claim 80, wherein the instructions further comprise the step of applying weighting criteria to the selected set of

subcreatives in the at least one subcreative pool, and the plurality of subsets of subcreatives are selected according to the weighting criteria.

82. (Previously Presented) The program product according to claim 81, wherein the step of applying weighting criteria comprises the step of generating copies of weighted subcreatives in the at least one subcreative pool in accordance with the weighting criteria.

83. (Previously Presented) The program product according to claim 80, wherein each subset of subcreatives has a different combination of subcreatives, and the aggregate creative appears to rotate subcreatives when the step of selecting one of the aggregate creative forms and the step of retrieving the selected aggregate creative form are repeated.

84. (Previously Presented) The program product according to claim 80, wherein the at least one subcreative pool includes multiple subcreative pools; the at least one subcreative pool includes multiple subcreative pools, each subcreative pool corresponding to a different subcreative pool; and the subsets of subcreatives are grouped according to each subcreative pool.

85. (Previously Presented) The program product according to claim 84, wherein each aggregate creative form comprises subsets of subcreatives from each subcreative pool.

86. (Previously Presented) The program product according to claim 84, wherein each subset of subcreatives has a different combination of subcreatives, and the aggregate creative appears to rotate subcreatives from each subcreative pool when the step of selecting one of the aggregate creative forms and the step of retrieving the selected aggregate creative form are repeated.

87. (Previously Presented) The program product according to claim 84, wherein the step of selecting at least one set of subcreatives comprises the step of selecting multiple sets of subcreatives, each set of subcreatives having one of graphic subcreatives, text subcreatives, and hyperlink subcreatives.

88. (Previously Presented) The program product according to claim 84, wherein the multiple subcreative pools include different numbers of subcreatives.

89. (Previously Presented) The program product according to claim 84, wherein at least two subcreative pools share one or more common subcreatives.
90. (Previously Presented) The program product according to claim 80, wherein the aggregate creative definition includes one or more constraints for the step of selecting at least one set of subcreatives, the one or more constraints determining permitted combinations of subcreatives for the at least one set of subcreatives.
91. (Previously Presented) The program product according to claim 80, wherein the step of assembling a plurality of aggregate creative forms occurs off-line from when the aggregate creative is selected for transmission.
92. (Previously Presented) The program product according to claim 80, further comprising the step of tracking transmitted subcreatives transmitted to users on the electronic network.
93. (Previously Presented) The program product according to claim 80, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to scheduling criteria for transmission to users.
94. (Previously Presented) The program product according to claim 80, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to criteria for targeting transmission to specific users.
95. (Previously Presented) The program product according to claim 80, wherein the aggregate creative definition enables the step of assembling a plurality of aggregate creative forms to occur even if a prescribed number of subcreatives is not available in one of the subsets of subcreatives.
96. (Previously Presented) The program product according to claim 80, wherein the advertising system is configured to select aggregate creatives and non-aggregate creatives for transmission to users on the electronic network.